

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Humanities and Social Sciences - NOC:Consumer Psychology

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Co-ordinating Institute - IIT - Guwahati

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

Lecture 1 - Introduction to Consumer Psychology - I
Lecture 2 - Introduction to Consumer Psychology - II
Lecture 3 - Problem Recognition - I
Lecture 4 - Problem Recognition - II
Lecture 5 - Alternate Evaluation - I
Lecture 6 - Alternate Evaluation - II
Lecture 7 - Alternate Evaluation - III
Lecture 8 - Post Purchase and Consumption - I
Lecture 9 - Post Purchase and Consumption - II
Lecture 10 - Perception and Cognition - I
Lecture 11 - Perception and Cognition - II
Lecture 12 - Memory and Learning - I
Lecture 13 - Memory and Learning - II
Lecture 14 - Emotion Motivation and Mood - I
Lecture 15 - Emotion Motivation and Mood - II
Lecture 16 - Attitude and Attitude Change - I
Lecture 17 - Attitude and Attitude Change - II
Lecture 18 - Communication and Persuasion - I
Lecture 19 - Communication and Persuasion - II
Lecture 20 - Summary

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